

Buy Detail Report

Revision #: Date: 10/26/2012

Client: Ben McAdams for Salt Lake County Mayor
Media: TV
Product: Mayor
Market: Salt Lake City-Ogden
Primary Demo: Adults 25-64
Separation between spots: 30

Estimate: 318
Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/5/2012 04:59 AM
Survey: Nov11 DMA Nielsen Live+7
Buyer: Amanda Chew

Vendor: KSTU-TV
5020 West Amelia Earhart Dr.
Salt Lake City, UT 84116
Contact: Jeff Bruderer
E-Mail: jeff.bruderer@fox13now.com
Phone: 801-536-1305 801-856-1611 C
Fax: 801-536-1334

Vendor Code: kstutv
Send Billing To: Love Communications
546 S. 200 W
Salt Lake City, UT 84101
Phone: 801-519-8880
Fax: 801-519-8884

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/24	10/1	10/15	10/22	10/29	11/5	Total Spots	Adults 25-64 Rtg/CPP
KSTU-TV													
1	MTuWThF 5:30a- 6:00a Fox 13 Good Day Utah 5:30am	EM	\$125.00	\$106.25	30	2	2	2	2	0	0	8	1.5 \$83.33 \$70.83
2	MTuWThF 6:00a- 7:00a Fox 13 Good Day Utah 6am	EM	\$300.00	\$255.00	30	0	1	1	1	0	0	3	2.0 \$150.00 \$127.50
2-1	M 6:00p- 7:00p SIMPSONS/30 ROCK	EM	\$300.00	\$255.00	30	1	0	0	0	0	0	1	2.0 \$150.00 \$127.50
3	MTuWThF 6:00a- 7:00a Fox 13 Good Day Utah 6am	EM: 15	\$150.00	\$127.50	15	2	2	2	2	0	0	8	2.0 \$75.00 \$63.75
4	MTuWThF 7:00a- 8:00a Fox 13 Good Day Utah 7am	EM	\$300.00	\$255.00	30	1	1	2	2	0	0	6	1.5 \$200.00 \$170.00
5	MTuWThF 7:00a- 8:00a Fox 13 Good Day Utah 7am	EM: 15	\$150.00	\$127.50	15	2	2	1	1	0	0	6	1.5 \$100.00 \$85.00
6	MTuWThF 8:00a- 9:00a Fox 13 Good Day Utah 8am	EM: 15	\$150.00	\$127.50	15	1	1	0	0	0	0	2	1.5 \$100.00 \$85.00
7	MTuWThF 5:30p- 6:00p Fox News at 530P	EN	\$300.00	\$255.00	30	1	1	0	0	0	0	2	1.5 \$200.00 \$170.00
9	MTuWTh 9:00p-10:00p	LN:1 5	\$500.00	\$425.00	15	1	2	2	2	0	0	7	3.5

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KSTU-TV													
	Fox News at Nine												\$142.86
													\$121.43
9-1	F 9:00p-10:00p	LN:1 5	\$500.00	\$425.00	15	1	0	0	0	0	0	1	3.5
	AVG. ALL WKS												\$142.86
													\$121.43
10	Tu 7:00p- 8:00p	PT	\$2,500.00	\$2,125.00	30	1	0	0	0	0	0	1	6.5
	Glee												\$384.62
													\$326.92
11	Sa 7:00a- 9:00a	EM: 15	\$125.00	\$106.25	15	1	1	1	1	0	0	4	2.0
	Good Day Utah Weekend Edition - Saturday												\$62.50
													\$53.13
12	Su 7:00a- 9:00a	EM: 15	\$125.00	\$106.25	15	1	1	1	1	0	0	4	2.0
	Good Day Utah Weekend Edition - Sunday												\$62.50
													\$53.13
13	Su 9:00p-10:00p	LN:1 5	\$500.00	\$425.00	15	1	1	1	1	0	0	4	3.0
	Fox News at Nine												\$166.67
													\$141.67
74	MTuWThF 5:30a- 6:00a	EM	\$138.00	\$117.30	15	0	0	0	0	2	0	2	1.5
	Fox 13 Good Day Utah 5:30am												\$92.00
													\$78.20
75	MTuWThF 6:00a- 7:00a	EM	\$525.00	\$446.25	30	0	0	0	0	1	0	1	2.0
	Fox 13 Good Day Utah 6am												\$262.50
													\$223.13
76	MTuWThF 6:00a- 7:00a	EM	\$525.00	\$446.25	30	0	0	0	0	1	0	1	2.0
	Fox 13 Good Day Utah 6am												\$262.50

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Salt Lake City, UT 84116

Salt Lake City, UT 84101

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KSTU-TV													
77	MTuWThF 7:00a- 8:00a	EM: 15	\$263.00	\$223.55	15	0	0	0	0	1	0	1	\$223.13 1.5
	Fox 13 Good Day Utah 7am												\$175.33 \$149.03
78	MTuWThF 7:00a- 8:00a	EM	\$525.00	\$446.25	30	0	0	0	0	1	0	1	1.5 \$350.00 \$297.50
	Fox 13 Good Day Utah 7am												1.5
79	MTuWThF 8:00a- 9:00a	EM: 15	\$263.00	\$223.55	15	0	0	0	0	1	0	1	\$175.33 \$149.03
	Fox 13 Good Day Utah 8am												1.5
81	MTuWThF 5:30p- 6:00p	EN	\$550.00	\$467.50	30	0	0	0	0	1	0	1	1.5 \$366.67 \$311.67
	Fox News at 530P												1.5
82	MTuWThF 5:30p- 6:00p	EN:1 5	\$275.00	\$233.75	15	0	0	0	0	1	0	1	\$183.33 \$155.83
	Fox News at 530P												2.0
83	Sa 7:00a- 9:00a	EM: 15	\$235.00	\$199.75	15	0	0	0	0	1	0	1	\$117.50 \$99.88
	Good Day Utah Weekend Edition - Saturday												2.0
84	Su 7:00a- 9:00a	EM: 15	\$235.00	\$199.75	15	0	0	0	0	1	0	1	\$117.50 \$99.88
	Good Day Utah Weekend Edition - Sunday												1.5
101	MTuWThF 5:30p- 6:00p	EN:1 5	\$150.00	\$127.50	15	1	1	0	0	0	0	2	\$100.00
	Fox News at 530P												

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KSTU-TV													
106	M 6:00a- 7:00a Fox 13 Good Day Utah 6am	EM	\$525.00	\$446.25	30	0	0	0	0	0	1	1	\$85.00 2.2 \$238.64 \$202.84
107	M 5:30p- 6:00p Fox News at 530P	EN	\$550.00	\$467.50	30	0	0	0	0	0	1	1	1.6 \$343.75 \$292.19
135	Sa 9:00p-10:00p FOX NEWS AT 9	LN	\$1,100.00	\$935.00	30	0	0	0	0	1	0	1	2.8 \$392.86 \$333.93
137	Su 5:00p- 5:30p FOX NEWS SU 5P	EN	\$495.00	\$420.75	30	0	0	0	0	1	0	1	1.2 \$412.50 \$350.63
Total Spots:						17	16	13	13	13	2	74	
Total GRP/GIMP(Mil):						38.5	32.0	27.5	27.5	22.5	3.8		151.8
Total CPP/CPM:													\$152.45 \$129.58
Total Cost:			\$23,142.00	\$19,670.70									

Disclaimer:

Added
[Signature]
For KSTU